

The thesis focuses on the consumer protection in public law. The objective of the thesis is especially give a general and complex view of the topic. The text is, apart from the introduction and the conclusion, divided into three parts. The first part introduces the topic by defining the term consumer and by studying the consumer protection. Subsequently a view on the differences between the public and private law is provided, so these could be applied in the study about the consumer protection in public law and about its characteristics and differences with consumer protection in private law. In the end of the first part an overview is given about norms, in which the consumer protection in public law is included, in European and Czech legislation. The two next parts amend the general first part by more particular look on the topic in certain areas. These areas are determined by the thesis that the consumer protection in public law consists mainly of the imposing of duties to persons who produce, import or sell products or provide services, in the administrative inspection over these duties and in arising liability in the case of breaching them. The second part brings nearer selected duties which aim to consumer protection – study about trans-sectional affecting prohibition of unfair commercial practices is amended by rather specific legislation concerning duties related to sales promotion events. The third part works with general knowledge about administrative inspection and administrative law liability, shows how the consumer protection is present in these institutes. This thesis should be a platform for further research in the topic of consumer protection in public law and in the same time brings insights and conclusions in the specific areas of this topic.